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Broadcast Data
Systems

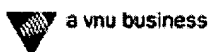home **ABOUT** products downloads submit music stations archive contact

About Nielsen BDS

Nielsen Broadcast Data Systems is the world's leading provider of airplay tracking for the entertainment industry. Employing a patented digital pattern recognition technology, Nielsen BDS captures in excess of **100 million** song detections annually on more than 1,400 radio stations in over 130 markets in the U.S. (including Puerto Rico) and 22 Canadian markets.

Radio formats monitored include Adult Alternative, Adult Contemporary, Album Rock, Classic Rock, Contemporary Christian, Country, Modern Rock, Oldies, R&B (including Rap and Hip Hop), Spanish (including Latin Contemporary, Regional Mexican and Tropical Salsa), and Top 40. Additionally, Nielsen BDS monitors 12 U.S. Music Video Channels and 8 Canadian Video Channels.

Executives from all facets of record companies, radio stations, publishing firms, performance rights organizations, music retailers, independent promoters, film and TV, and artist management are among those who query more than **10,000 reports daily** from Nielsen BDS products - ENcore, BDSRadio.com, BDSexpress.com and BDS RealTime.

Nielsen BDS information is utilized exclusively by Billboard, Airplay Monitor and Canadian Music Network magazines in determining their radio airplay music charts.

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edgereview

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The EDGE

Reviewed: Sony eMarker

eMark the Radio - Reviewed

Sony eMarker - **Print Article** - **Email Article**
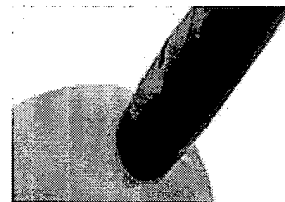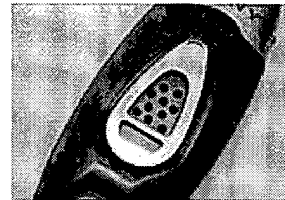
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Description

The Sony eMarker is something that should have been invented a long time ago. How many times have you heard a song on the radio that you really liked, but then forgot to write down the artist and song title, or worse yet, the radio DJ never said who sang the song. The eMarker can help with these problems. Think of it as your little digital pen and paper. It will record the time a song was played and when connected to your computer, it will help you find the song's artist and title.

PRODUCT PHOTOS

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Setup

The scariest thing about the eMarker is that it doesn't come with drivers or any software. All you get in the box is the device, a USB cradle, battery, and some instructions. Don't worry, there is reason for not having any software in the box. The list price of the eMarker is only $20. In order to keep the price so low and inexpensive, the software was not included. Not only did this save money, but it was also pretty smart because you need an Internet connection to use the eMarker. If you have an Internet connection, you can easily download the drivers for the web site.

When we first got the eMarker, there was a slight problem. There were no Windows ME drivers. However, in a couple of

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weeks the new drivers were posted and the problem was rectified. Those of you with Macs will have to wait for compatible drivers.

After you download the drivers (1.5 Mb), all you need to do is install the program, plug in the USB cradle, and then insert the eMarker. The program should automatically find the eMarker and begin installing the needed drivers. A neat thing about the USB cradle is that you don't really need it. You can plug the eMarker directly into your USB hub or port on the computer. The cradle is just like an extension cord and therefor optional
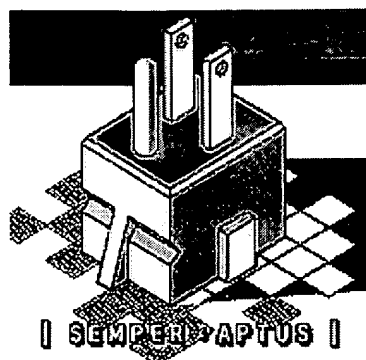
Once all the software is installed, you simply need to sign up for the free service on the eMarker site. This was painless and the user interface is very straightforward. Once you plug your eMarker into the computer it automatically boots up the web site and begins loading your eMarks.

Appearance

This thing looked cool straight out of the box, no assembly required. It's a stretched out oval and when plugged it into the cradle, I was strangely reminded of the Sword in the Stone. Anyway, you only get two buttons to press so choose wisely. One creates eMarks the other deletes them. Button happy people may have to be restrain themselves around the eMarker. Pushing the "e" button on the front of the device not only creates an eMark, but also makes a beep, and causes a black dot fall down the LCD display, kind of like an electronic hourglass. It's mesmerizing, but it will just complicate things.

Overall the eMarker has the same nice polished look as most Sony products. Everyone who saw ours was impressed. It has that hip, cool, gadget look to it.

Click Here to Finish the Review➤

REVIEWS   NEWS   EDITORIALS   CONTACT   INTERNET SUCCESS

REVIEWS

Sony's eMarker: Remarkably Good

by Michael Gabrillo

[larger photo]

It is a "Well Connected" writer's dream... Hearing a great song on the radio a simply pressing the button on a fashionable Internet-connected key fob to identify it. No need to listen for title and artist at the end of the song, or attempting to sing a few bars to the pink-haired weirdo at the record store hoping he'll recognize the tune. Sony's eMarker is designed to do just that. M the name and artist of a song -as you listen to it- in less than one second.

Although the eMarker does not immediately identify the song, once you retu home you dock the device to your computer and a desktop browser window i launched to display the list of songs you have marked. Using the browser, yo can listen to a sample of the song to confirm eMarker's identification or purchase the music. But the eMarker works best with just one radio station a everything isn't quite as it appears when first using the product.

The out-of-box experience is considerably less than we've come to expect fr Sony. The eMarker does not ship with desktop connection software, instead requiring that you connect to the eMarker.com web site and download it yourself. The good news is that the rest of the installation is pain-free. Sony includes the coin battery necessary to power the unit for a reported 6 month normal use and thankfully, the eMarker is a USB device.
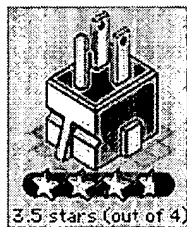
In fact, both the docking station and the eMarker device itself uses USB, so y can leave the docking station at home and simply plug the eMarker directly i your PC when at work or traveling with a laptop. This feature alone makes th eMarker a brilliantly designed product and returns Sony to our good graces.

And let's be honest... The device costs less than $20. At this price, anyone w prides themselves as a gadget junkie or music aficionado can afford to splurg and try it out for a week. If you decide it isn't for you, just give it as a gift to any one of the many people that will say "Wow, what the hell is that?"

REVIEW SUMMARY

Pros:
Extremely low price for a product that has "SONY" printe

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on it, excellent use of USB technology and interesting combination of music and Internet technology.

Cons:
Works with limited radio stations, works best with the radio station you select as your "primary station" and required a download of the softwar

3.5 stars (out of 4)

(Note: Before purchasing the eMarker, be sure to check for coverage in your area, and to make sure the eMarker works with your favorite radio stations. To get the best possible service. make sure that your favorite stations are prefixed with double asterisks, which indicates that the eMarker site downloads mu: information from the station every 10 minutes).

Update: Sony Pulled the plug on this product and the eMarker service and we site are no longer available.

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